

SYSTEM AND METHOD TO SUBSCRIBE TO CHANNEL URL  
ADDRESSES AND TO PROVIDE NON-PROGRAMMING-RELATED URL  
ADDRESSES IN AN INTERACTIVE VIDEO CASTING SYSTEM

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ABSTRACT OF THE DISCLOSURE

A remote device is capable to receive network address information, such as uniform resource locator (URL) addresses, and other supplemental content that are available along with television signal. A set top box coupled to a television receives the network address information via triggers. The set top box transmits a television program from a first channel to a television, and transmits network address information associated with a second channel to the remote device. After receiving the network address information, the remote device can display the corresponding supplemental content while a viewer is watching the first channel on the television. The supplemental content can include program-related address information and/or non-programming-related content. In another technique, the viewer can subscribe certain channels, such that supplemental content on the subscribed channels is obtained and stored, and can be made available to the remote device via the set top box or via a different communication link.